

## CLAIMS

What is claimed is:

1. A system supporting the automatic selection of media according to a user profile, the system comprising:

a television display to support the consumption of media;

a user interface accessible via the television display, the user interface displaying at least one media channel comprising media available for consumption;

a storage that stores media, the storage communicatively coupled to the television display, the storage having an associated network address; and

server software that receives a request identifying at least one of the associated network address and a user identifier, and responds by automatically selecting media according to a user profile, the user profile corresponding to at least one of the associated network address and a user identifier, and delivering to the storage, via a communication network, information identifying the selected media, the information for incorporation into the user interface.

2. The system of claim 1 wherein the associated network address is one of an Internet protocol (IP) address, a media access control (MAC) address, and an electronic serial number (ESN).

3. The system of claim 1 wherein the communication network comprises at least one of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.
4. The system of claim 1 wherein the communication network is the Internet.
5. The system of claim 1 wherein the selected media comprises at least one of audio, a still image, video, and data.
6. The system of claim 1 wherein the selected media comprises real-time video.
7. The system of claim 1 wherein consumption comprises at least one of playing audio, displaying a still image, displaying video, and displaying data.
8. The system of claim 1 wherein the user profile corresponds to an individual user.
9. The system of claim 1 wherein the user profile comprises at least one of a user interest, an age, a hobby, a gender, a viewing history, a genre, a media type, a media format, a media quality, a time, and a media selection.
10. A system supporting the automatic selection of media according to a user profile, the system comprising:

a user interface displaying at least one media channel comprising media available for consumption;

a storage that stores media, the storage having an associated network address; and

server software that automatically selects media according to a user profile, and delivers to the storage, via a communication network, information identifying the selected media, the information for incorporation into the user interface.

11. The system of claim 10 wherein the media comprises at least one of audio, a still image, video, and data.

12. The system of claim 11 wherein the media comprises real-time video.

13. The system of claim 10 wherein the network address is one of an Internet protocol (IP) address, a media access control (MAC) address, and an electronic serial number (ESN).

14. The system of claim 10 wherein consumption comprises at least one of playing audio, displaying a still image, displaying video, and displaying data.

15. The system of claim 10 wherein the communication network comprises at least one of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet

infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.

16. The system of claim 10 wherein the communication network is the Internet.

17. The system of claim 10 wherein the user profile comprises at least one of a user interest, an age, a hobby, a gender, a viewing history, a genre, a media type, a media format, a media quality, a time, and user selected media.

18. The system of claim 10 wherein the server software supports anonymous media exchange.

19. The system of claim 10 wherein the server software coordinates the delivery of the selected media to the storage.

20. The system of claim 10 wherein the server software is at a location separate from the storage.

21. A method of operating a system supporting the automatic selection of media according to a user profile, the method comprising:

- receiving a user profile from a user;
- automatically selecting media according to the user profile;
- communicating to the user information identifying the media;

receiving a request from the user for at least a portion of the identified media; and

coordinating the delivery of the at least a portion of the identified media from a source to the user for consumption.

22. The method of claim 21 wherein the user profile comprises at least one of a user interest, an age, a hobby, a gender, a viewing history, a genre, a media type, a media format, a media quality, a time, and user selected media.

23. The method of claim 21 wherein the media comprises at least one of audio, a still image, video, real-time video, and data.

24. The method of claim 21 wherein the consumption comprises at least one of playing audio, displaying a still image, displaying video, and displaying data.

25. The method of claim 21 wherein the delivery uses a communication network comprising at least one of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.

26. The method of claim 25 wherein the communication network is the Internet.

27. The method of claim 21 wherein the user is unknown to the source.